

PROJECT NUMBER: 2306
PROJECT TITLE: Marlboro Standardization and International Support
PROJECT LEADER: J. L. Spruill
PERIOD COVERED: October, 1987

I. MARLBORO STANDARDIZATION

- A. Objective: Analytical and subjective evaluations of production Marlboro KS/LS.
- B. Status: Subjective evaluations for August 26 pick-up is complete. Standard V production runs are under analytical and subjective evaluations. Standard V King Size samples from Manufacturing, Louisville, Cabarrus and Semi-Works (DET) are being ringtipped for testing vs. Winston 85 in POL's 3558, 3557, 3556, 3560, respectively.
- C. Plans: Complete subjective and analytical analysis.

II. DOMESTIC CIGARETTE DEVELOPMENT PANEL

- A. Objective: To provide subjective direction for programs within R&D and manufacturing locations.
- B. Status: Twenty-six panels completed during reporting period.

III. PROJECT NATURAL

- A. Objective: To develop an 85mm full-flavored prototype using blend components and flavor systems which will provide a natural blended product.
- B. Status: Large-scale primary runs for Virginia, Virginia/Oriental and Blended models are scheduled for week of November 2, 1987. These models will be POL tested (3563, 3564, 3565) vs. each other. Virginia and Blended models are also scheduled for testing on POL Non-Menthol Mapping Panel (0121, 0126). Flavored models are still under evaluation.
- C. Plans: Making and evaluation of POL models. Possible testing of flavored models.

IV. FLAVOR RESOURCE DATA BANK

- A. Objective: Creation, customization and maintenance of flavor resource and data files for use by Flavor Development Division.
- B. Status: Division updated with information available in the system.

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V. INTERNATIONAL SUPPORT

Japan Smoking Panel

- A. Objective: Subjective evaluations (rod aroma and smoking characteristics) of cigarette brands in Japanese market.
- B. Status: Thirty brands received have been subjectively evaluated. Additionally, seven menthol brands have been evaluated.
- C. Plans: Issue results of subjective evaluations.

PROJECT ALPINE

- A. Objective: Develop a recessed filtered menthol product for Singapore.
- B. Status: Seven models made with recessed CA filters have been submitted for analytical. Three models were considered finished prototypes and have been evaluated. Two models selected for decision as to whether it may be tested in Hong Kong.
- C. Plans: Continue flavor development on cased prototypes.

PROJECT STARSHIP

- A. Objective: To develop a 12 mg Chesterfield for Japan.
- B. Status: Primary run for three prototypes scheduled for week of November 2, 1987. GCC L&M blend selected for models with casing and aftercut variables used. Each model will be Danchi tested vs. Kent Milds and Lucky Strike.
- C. Plans: Making and release for testing.

PROJECT MERIT/GALAXY

- A. Objective: To create and develop three new products for Japan using PM Super Lights as a base:
 - a. Merit type
 - b. Kent type
 - c. Distinctively different type.
- B. Status: Same.
- C. Plans: Same.

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